HINDUSTAN
INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

Revision 1.0
15.12.2023
With effect from 2023-24 Academic Year

MBA BUSINESS ANALYTICS 2023 - 24											
SEMESTER - I, II, III, IV											
SL. NO	**COURSE CATEGORY**	**COURSE TYPE**	**SEMESTER**	**COURSE CODE**	**NAME OF THE COURSE**	**L**	**T**	**P**	**C**	**S**	**TCH**
SEMESTER I											
1	PC	TH	I	MMB52001	PRINCIPLES OF MANAGEMENT	2	1	0	3	1	3
2	PC	TH	I	MMB52002	ORGANIZATIONAL BEHAVIOUR	2	1	0	3	1	3
3	PC	TH	I	MMB52003	MANAGERIAL ECONOMICS	3	1	0	4	1	4
4	PC	TH	I	MMB52004	ACCOUNTING FOR MANAGERS	3	1	0	4	1	4
5	PC	TH	I	MMB52005	LEGAL ENVIRONMENT OF BUSINESS	3	1	0	4	1	4
6	PC	TH	I	MMB52006	BUSINESS STATISTICS AND ANALYTICS	3	1	0	4	1	4
7	DE	TH	I	MMB52524	INTRODUCTION TO BUSINESS ANALYTICS	3	1	0	4	1	4
PRACTICAL											
8	PC	PR	I	MMB52400	PERSONALITY ENRICHMENT 1	0	0	4	2	1	4
					TOTAL	**19**	**7**	**4**	**28**	**8**	**30**
SEMESTER II											
1	PC	TH	II	MMB52007	RESEARCH METHODS IN BUSINESS	3	1	0	4	1	4
2	PC	TH	II	MMB52008	HUMAN RESOURCES MANAGEMENT	3	1	0	4	1	4
3	PC	TH	II	MMB52009	MARKETING MANAGEMENT	3	1	0	4	1	4
4	PC	TH	II	MMB52010	FINANCIAL MANAGEMENT	3	1	0	4	1	4
5	PC	TH	II	MMB52011	OPERATIONS MANAGEMENT	3	1	0	4	1	4
6	PC	TH	II	MMB52012	BUSINESS ETHICS AND CSR	3	1	0	4	1	4
7	DE	TH	II	MMB52525	DESCRIPTIVE ANALYTICS	3	1	0	4	1	4
PRACTICAL											
8	PC	PR	II	MMB52401	PERSONALITY ENRICHMENT 2	0	0	4	2	1	4
					TOTAL	**21**	**7**	**4**	**30**	**8**	**32**
SEMESTER III											
1	PC	TH	III	MMB52013	ENTREPRENEURSHIP DEVELOPMENT	3	1	0	4	1	4
2	DE	TH	III	MMB52***	ELECTIVE 1	3	1	0	4	1	4
3	DE	TH	III	MMB52***	ELECTIVE 2	3	1	0	4	1	4

4	DE	TH	III	MMB52***	ELECTIVE 3	3	1	0	4	1	4
5	DE	TH	III	MMB52***	ELECTIVE 4	3	1	0	4	1	4
6	DE	TH	III	MMB52***	ELECTIVE 5	3	1	0	4	1	4
7	DE	TH	III	MMB52***	ELECTIVE 6	3	1	0	4	1	4
PRACTICAL											
8	PC	PR	III	MMB52402	DECISION MAKING FOR MANAGERS	0	0	4	2	0	4
9	PC	IN	III	MMB52800	INTERNSHIP	#	#	#	2	#	#
10	PC	TH	III	MMB52***	CERTIFICATE COURSE	2	0	0	2	1	2
					TOTAL	**23**	**7**	**4**	**34**	**8**	**34**
# One Month Internship in any organisation during after 2nd Semester and evaluation in 3rd Semester.											
SEMSTER IV											
1	PC	TH	IV	MMB52014	STRATEGIC MANAGEMENT	3	1	0	4	1	4
2	PC	TH	IV	MMB52015	INTERNATIONAL BUSINESS MANAGEMENT	3	1	0	4	1	4
3	DE	TH	IV	MMB52527	SOCIAL AND WEB ANALYTICS	3	1	0	4	1	4
PRACTICAL											
4	PC	PJ	IV	MMB52801	FINAL PROJECT	*	*	*	13	*	*
					TOTAL	**9**	**3**	**0**	**25**	**3**	**12**
* Undertake a three months project in any organisation during 4th Semester and submit a report.											
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours											
LIST OF DEPARTMENT ELECTIVES - 3rd SEMESTER											
1	DE	TH	III	MMB52526	PREDICTIVE ANALYTICS	3	1	0	4	1	4
2	DE	TH	III	MMB52528	ANALYTICS FOR FUNCTIONAL AREAS	3	1	0	4	1	4
3	DE	TH	III	MMB52529	DATA VISUALIZATION	3	1	0	4	1	4
4	DE	TH	III	MMB52530	DATA MINING AND WAREHOUSING	3	1	0	4	1	4
5	DE	TH	III	MMB52531	R PROGRAMMING	3	1	0	4	1	4
6	DE	TH	III	MMB52571	INTRODUCTION TO PYTHON	3	1	0	4	1	4

LIST OF CERTIFICATE COURSES											
1	PC	TH	III	MMB52036	MARKETING METRICS AND ANALYTICS	2	0	0	2	1	2
2	PC	TH	III	MMB52037	HR METRICS & ANALYTICS	2	0	0	2	1	2
3	PC	TH	III	MMB52039	ADVANCED EXCEL	2	0	0	2	1	2
4	PC	TH	III	MMB52040	DESIGN THINKING	2	0	0	2	1	2

5	PC	TH	III	MMB52041	DIGITAL MARKETING	2	0	0	2	1	2

L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours

Course Category		**Credit**
PC	Professional Core Course	79
DE	Department Electives	36
CC	Certificate Course	2

Semester	**Credits**
SEM I	**28**
SEM II	**30**
SEM III	**34**
SEM IV	**25**
TOTAL CREDITS	**117**

Course Type	
TH	THEORY COURSE
PR	PRACTICAL
IN	INTERNSHIP
PJ	MAJOR PROJECT